**Destiny: I just wrote all of this so I could understand it better. I am not going to include all of this in the power-point, just wanted to let you know ☺**

1. **What is Information Architecture (IA)? How is it different from Wed Designer? What role does the IA play on a website design team.**

What is and isn’t information architecture

* The value of explaining and illustrating IA concepts

Some websites provide logical structures that help us find answers and complete tasks. Others lack any intelligible organization and frustrate our attempts to navigate through them.

* Can’t find product
* Can’t locate the report founded last week
* Lost inside online shopping cart (example of shutterfly)
* The Structural design of shared information environments
* Combination of organization, labeling, search, and navigation systems within websites and intranets
* The art and sciene of shaping information products and experiences to support usability and flexibility
* An emergence discipline and community of practice focused on bringing principles of design and architecture to the digital landscape

Pretty much what makes up a good website.

Let’s Break it up:

Information:

Distinguish information architecture from data and knowledge management. Knowledge managers develop tools, processes, and incentives to encourage people to share that stuff. Information exists in the middle. Websites, documents software applications and images = information

Metadata: Terms used to describe and represent content objects such as documents people, processes, and organizations

Structuring organization labeling:

Determine levels of granularity for the information atoms in your site, and deciding how to relate them to one- another

Organizing involves grouping those components into meaningful categories. Labeling means figuring out what to call those categories and the series of navigation links that lead to them

. Web sites, on the other hand, present an array of new challenges. Virtual spaces are more flexible than physical spaces and can there- fore be more complex.

So what this means is:

Information Architects organize huge amounts of information on big web sites and intranets so that people can actually find what they’re looking for. They are Internet librarians.”

The navigation bars feature labels and links that lead to other sections and pages within the web site. These labels are dependent upon the underlying structure and categorization of the site. The creation of categories and choice of labels fall clearly inside the domain of information architecture.

Graphic design is NOT information architecture. Software development is NOT information architecture. Usability engineering is NOT information architecture.

Grey area with graphic design:

<https://www.lynda.com/User-Experience-tutorials/Information-architecture/432558/472023-4.html>

^^ START WITH: YOU WILL WORK TO CREATE A SITE-STRUCTURE THAT IS MEANINGFUL TO USERES. THIS CAN INCLUDE…